

**ISSUES AND PROGRAMS LIST**

**WPDE**

**FLORENCE, SOUTH CAROLINA**

**JULY 1- SEPTEMBER 30, 2012**

## LIST OF ISSUES

1.      **ECONOMY/PERSONAL FINANCE**      LAY-OFFS ARE CONTINUING AT LOCAL PLANTS. ASSISTANCE PROGRAMS NOT SUFFICIENT TO COVER NEEDS.
2.      **HEALTH CARE/COST**      SOUTH CAROLINA HAS ONE OF THE HIGHEST RATES OF HEART DISEASE IN THE NATION. DEATH RATE IS HIGH FOR NEW BORN DUE TO POOR HEALTH PRACTICES AND COST. ELDERLY HEALTH CARE IS INADEQUATE DUE TO FIXED INCOME AND HIGH COST OF MEDICINE AND TREATMENT.
3.      **CRIME**      HIGH CRIME RATE DUE IN PART TO THE ECONOMY. ALSO ATTRIBUTED TO LACK OF EDUCATION. GUNS AND DRUGS ARE EXTREMELY EASY TO GET.
4.      **DRUG USE/PREVENTION**      HIGHEST RATE OF DRUG USE IN THE STATE. I-95 IS CONSIDERED THE "PIPELINE" FROM FLORIDA TO NEW YORK AND DRUGS FLOW FREELY INTO THE AREA.
5.      **EDUCATION**      AREA HAS EXTREMELY HIGH RATE OF DROP-OUTS. LACK OF INTEREST IN FURTHERING EDUCATION. LACK OF FINANCIAL ASSISTANCE IS A DIRECT CAUSE OF LACK OF EDUCATION.
6.      **ENVIRONMENT**      DUE TO PROXIMITY TO NUCLEAR PLANT, AND SEVERAL OTHER PLANTS THAT DUMP WASTE, WE ARE MORE AWARE OF ENVIRONMENTAL NEEDS OF OUR AREA.
7.      **PREJUDICE/INTOLERANCE**      THIS IS BECOMING MORE OF A PROBLEM AS MINORITIES LOSE JOBS DUE TO LACK OF TRAINING AND EDUCATION. THEY FEEL THEY ARE NOT FAIRLY TREATED BY OUR LOCAL LEADERS.

ISSUE: ECONOMY/PERSONAL FINANCE

|             |   |
|-------------|---|
| PROGRAM     | WALL STREET JOURNAL   |
| SOURCE:     | NBC UNIVERSAL   |
| DATE/TIME   | SUNDAYS 6:30-7:00 AM  |
| DESCRIPTION | THIS PROGRAM LOOKS AT THE MARKET FROM THE WEEK IN REVIEW. ANALYSIS OF DIFFERENT STOCKS, ETC. OFFERS INVESTMENT ADVICE, INTERVIEWS TOP MONEY MANAGERS AND IN-DEPTH PERSPECTIVES ON MARKET CONDITIONS.  |
| PROGRAM     | CAROLINA THIS WEEK  |
| SOURCE:     | WPDE NEWSCHANNEL 15   |
| DATE/TIME   | SUNDAYS 9:00-9:30 AM  |
| DESCRIPTION | LEARN MORE ABOUT SOUTH CAROLINA POLITICS, ABOUT THE PEOPLE WHO WANT TO LEAD OUR STATE, CITIES & COUNTIES, WHERE THEY STAND ON THE ISSUES. TIM MCGINNIS WILL FEATURE LOCAL & NATIONAL POLITICIANS, AND CENTER ON ISSUES AFFECTING THE GRAND STRAND AND IN THE PEE DEE. |
| PROGRAM:    | CAROLINA & COMPANY  |
| SOURCE      | WPDE NEWSCHANNEL 15   |
| DATE/TIME   | WEEKDAYS NOON   |
| DESCRIPTION | HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH, HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.  |
| PROGRAM:    | GET READY AMERICA: HURRICANE SURVIVAL   |
| SOURCE      | BIG FISH ENTERTAINMENT  |
| DATE/TIME   | SUNDAY JULY 1 1:30-2:00 PM  |
| DESCRIPTION | INSTRUCTIONS FOR THE HURRICANE SEASON INCLUDES STORM PROOFING, SAFETY, EMERGENCY SUPPLY RATIONS, WHEN TO EVACUATE, PLUS ALL THE NECESSARY DOCUMENTS YOU NEED TO KEEP HANDY.   |
| PROGRAM:    | KNOW YOUR ZONE  |
| SOURCE      | WPDE NEWSCHANNEL 15   |
| DATE/TIME   | SUNDAY JULY 1 2:00-2:30 PM  |
| DESCRIPTION | HURRICANE SPECIAL WITH CHIEF METEOROLOGIST ED PIOTROWSKI AIMED AT INFORMING RESIDENTS OF THE ZONE CHANGES WHICH HAVE TAKEN PLACE FOR THIS HURRICANE SEASON. WITH A FOCUS ON EVACUATION PLANS.   |
| PROGRAM     | PSA'S   |
| DATE/TIME   | AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF  |

EMPLOYMENT FOR PEOPLE WITH DISABILITIES  
LIBRARY FINANCIAL EDUCATION (10 SPOT CAMPAIGN)  
WILDFIRE PREVENTION CAMPAIGN  
DEBT RESOLUTION TRAPS  
ROTARY INTERNATIONAL  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION: SMART MONEY  
ENERGY EFFICIENCY SERIES  
FORECLOSURE PREVENTION  
SC NATIONAL GUARD

ECONOMY, CONT'D

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

WE ARE ONGOING SPONSORS OF THE BURROUGHS & CHAPIN ART MUSEUM & THE RIVERTOWN BLUEGRASS SOCIETY.

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, AUG 18

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

DEAD DOG SALOON 9/11 ANNUAL MEMORIAL EVENT, SEPTEMBER 11

ARNOLDS POOLS CHARITY GOLF TOURNAMENT FOR GRAND STRAND MIRACLE LEAGUE, SEPT 12

SOUTH ATLANTIC SHRINERS GRAND PARADE AND FREE ORTHOPEDIC SCREENING FOR CHILDREN, SEPTEMBER 22

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

ISSUE: HEALTH CARE/COST

PROGRAM YOUR HEALTH YOUR DECISION JOINT REPLACEMENT SHOW  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME THURSDAY, JULY 12 7:30-8:00 PM  
DESCRIPTION WPDE NEWSCHANNEL 15 HAS TEAMED UP WITH CONWAY MEDICAL CENTER TO PRODUCE A SERIES OF HALF-HOUR PROGRAMS ON LOCAL HEALTH CARE OPTIONS. THIS ONE FOCUSES ON JOINT REPLACEMENT PROCEDURES.

PROGRAM YOUR HEALTH YOUR DECISION EMERGENCY SERVICES  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME THURSDAY, SEPTEMBER 6 7:30-8:00 PM  
DESCRIPTION WPDE NEWSCHANNEL 15 HAS TEAMED UP WITH CONWAY MEDICAL CENTER TO PRODUCE A SERIES OF HALF-HOUR PROGRAMS ON LOCAL HEALTH CARE OPTIONS. THIS ONE FOCUSES ON EMERGENCY ROOM SERVICES.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

BRING CHANGE TO MIND: GLENN CLOSE BI-POLAR PSA  
ARTHRITIS PREVENTION  
UNDERAGE DRINKING CAMPAIGN (6 SPOTS)  
MARCH OF DIMES  
BE A FAN OF THE SPECIAL OLYMPICS (3 SPOTS)  
MARION COUNTY ANESTHESIA  
ANTI-TEXTING CAMPAIGN (3 SPOTS)  
PROJECT ROADBLOCK SAFE DRIVING CAMPAIGN  
UNPLANNED PREGNANCY PREVENTION  
ADHD AWARENESS  
CONWAY MEDICAL CENTER SMART SNACKS  
MEDICAL TREATMENT OPTIONS AWARENESS  
CHILDHOOD OBESITY CAMPAIGN  
SPECIAL NEEDS "NOT ACCEPTABLE" LABELS  
DRIVE FOR COPD  
GOOD CLEAN WATER  
ROACH, MOUSE, BED BUG WARNINGS  
FOOD SAFETY AWARENESS  
ANTI-SMOKING CAMPAIGN  
HELP HOSPITALIZED VETS  
SHRINERS HOSPITAL FOR CHILDREN

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

ARNOLDS POOLS CHARITY GOLF TOURNAMENT FOR GRAND STRAND MIRACLE LEAGUE, SEPT 12

SOUTH ATLANTIC SHRINERS GRAND PARADE AND FREE ORTHOPEDIC SCREENING FOR CHILDREN, SEPTEMBER 22

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

SPONSORED YOUR HEALTH, YOUR DECISION, UNDERSTANDING TREATMENT OPTIONS, IN PARTNERSHIP WITH CONWAY MEDICAL CENTER

SEE ATTACHED FOR MORE PUBLIC APPEARANCES

ISSUE: CRIME

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

|                 |   |
|-----------------|---|
| PROGRAM<br>TIME | PSA'S<br>AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF   |
|                 | REACH OUT & READ<br>LIFELONG LITERACY<br>UNPLANNED PREGNANCY PREVENTION<br>ANTI-TEXTING & DRIVING CAMPAIGN<br>LUDACRIS NATIONAL RUNAWAY SWITCHBOARD<br>WILDFIRE PREVENTION CAMPAIGN<br>FINISH HIGH SCHOOL CAMPAIGN<br>DEBT RESOLUTION TRAPS<br>MILITARY FAMILIES FATHERHOOD CAMPAIGN<br>MENTORING-BIG BROTHERS-BIG SISTERS<br>THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS<br>FATHERHOOD (3 SPOTS)<br>VETERAN'S SUPPORT CAMPAIGN<br>SC NATIONAL GUARD ( 3 SPOTS)<br>BOYSTOWN HOTLINE<br>HELP HOSPITALIZED VETS |

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

WE ARE ONGOING SPONSORS OF THE BURROUGHS & CHAPIN ART MUSEUM & THE RIVERTOWN BLUEGRASS SOCIETY.

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, AUG 18

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

DEAD DOG SALOON 9/11 ANNUAL MEMORIAL EVENT, SEPTEMBER 11

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: DRUG USE/PREVENTION

PROGRAM YOUR HEALTH YOUR DECISION EMERGENCY SERVICES  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME THURSDAY, SEPTEMBER 6 7:30-8:00 PM  
DESCRIPTION WPDE NEWSCHANNEL 15 HAS TEAMED UP WITH CONWAY MEDICAL CENTER TO PRODUCE A SERIES OF HALF-HOUR PROGRAMS ON LOCAL HEALTH CARE OPTIONS. THIS ONE FOCUSES ON EMERGENCY ROOM SERVICES.

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S  
TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

UNDERAGE DRINKING CAMPAIGN (6 SPOTS)  
LIFELONG LITERACY  
REACH OUT & READ  
LUDACRIS NATIONAL RUNAWAY SWITCHBOARD  
WILDFIRE PREVENTION CAMPAIGN  
FINISH HIGH SCHOOL CAMPAIGN  
DEBT RESOLUTION TRAPS  
MILITARY FAMILIES FATHERHOOD CAMPAIGN  
MENTORING-BIG BROTHERS-BIG SISTERS  
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS  
FATHERHOOD (3 SPOTS)  
VETERAN'S SUPPORT CAMPAIGN  
SC NATIONAL GUARD ( 3 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

WE ARE ONGOING SPONSORS OF THE BURROUGHS & CHAPIN ART MUSEUM & THE RIVERTOWN BLUEGRASS SOCIETY.

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, AUG 18

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

ARNOLDS POOLS CHARITY GOLF TOURNAMENT FOR GRAND STRAND MIRACLE LEAGUE, SEPT 12

SOUTH ATLANTIC SHRINERS GRAND PARADE AND FREE ORTHOPEDIC SCREENING FOR CHILDREN, SEPTEMBER 22

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

ISSUES: EDUCATION

PROGRAM CAROLINA THIS WEEK  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME SUNDAYS 9:00-9:30 AM  
DESCRIPTION LEARN MORE ABOUT SOUTH CAROLINA POLITICS, AND ABOUT THE PEOPLE WHO WANT TO LEAD OUR STATE, CITIES AND COUNTIES AND WHERE THEY STAND ON THE ISSUES. CAROLINA THIS WEEK WITH TIM MCGINNIS WILL FEATURE LOCAL AND NATIONAL POLITICIANS, AND CENTER ON ISSUES AFFECTING PEOPLE ON THE GRAND STRAND AND IN THE PEE DEE.

PROGRAM: GET READY AMERICA: HURRICANE SURVIVAL  
SOURCE BIG FISH ENTERTAINMENT  
DATE/TIME SUNDAY JULY 1 1:30-2:00 PM  
DESCRIPTION INSTRUCTIONS FOR THE HURRICANE SEASON INCLUDES STORM PROOFING, SAFETY, EMERGENCY SUPPLY RATIONS, WHEN TO EVACUATE, PLUS ALL THE NECESSARY DOCUMENTS YOU NEED TO KEEP HANDY.

PROGRAM: KNOW YOUR ZONE  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME SUNDAY JULY 1 2:00-2:30 PM  
DESCRIPTION HURRICANE SPECIAL WITH CHIEF METEOROLOGIST ED PIOTROWSKI AIMED AT INFORMING RESIDENTS OF THE ZONE CHANGES WHICH HAVE TAKEN PLACE FOR THIS HURRICANE SEASON. WITH A FOCUS ON EVACUATION PLANS.

PROGRAM: KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW  
SOURCE TIMELESS ENTERTAINMENT  
DATE/TIME SATURDAY SEPTEMBER 29 2:00-3:00 PM  
SUNDAY SEPTEMBER 30 2:00-3:00 PM  
THE PURPOSE OF THIS SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PSA'S  
RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF  
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

RIVERTOWN BLUEGRASS SOCIETY  
LIFELONG LITERACY  
ADHD AWARENESS  
REACH OUT & READ  
GEORGETOWN LIBRARY FINANCIAL EDUCATION SERIES  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION  
FINISH HIGH SCHOOL CAMPAIGN (5 SPOTS)  
DEBT RESOLUTION TRAPS  
MENTORING- BIG BROTHERS-BIG SISTERS  
VETERAN SUPPORT CAMPAIGN  
BOYS TOWN HOTLINE

EDUCATION, CONT'D



WPDE IS AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS. WPDE IS A SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA & FLORENCE LITTLE THEATRE, BACKPACK BUDDIES, HELP FOR KIDS, & THE FRANKLIN G. BURROUGHS & SIMEON B. CHAPIN ART MUSEUM. ALSO CONWAY MEDICAL CENTER SMART SNACKS PROGRAM FOR LOWER INCOME STUDENTS.

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

HORRY COUNTY MUSEUM TOBACCO HERITAGE DAY, AUGUST 4

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, BENEFITS YOUTH PROGRAMS IN THE COMMUNITY, AUG 18

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

WE HAVE ACCOMMODATED 4 DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING THIS QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS.

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALK WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION.

ISSUE: ENVIRONMENT

PROGRAM JACK HANNA'S ANIMAL ADVENTURES  
SOURCE LITTON SYNDICATION  
DATE/TIME SATURDAY'S (WEEKLY) 7:00-7:30 AM  
DESCRIPTION INTRODUCTION TO WILD AND ENDANGERED SPECIES OF ANIMALS & THE IMPORTANCE OF THE CARE AND PRESERVATION OF ENDANGERED SPECIES.

PROGRAM: REELIN' UP THE COAST  
SOURCE HARNETT & FOSTER  
DATE/TIME USED AS A SPECIAL BROADCAST THROUGHOUT THE QUARTER  
DESCRIPTION SALTWATER SHOW INVOLVING SC DEPT. OF NATURAL RESOURCES & VARIOUS CONSERVATION GROUPS TO EDUCATE VIEWERS ON THE BEST WAY TO PRESERVE OUR RESOURCES FOR THE FUTURE.

PROGRAM: GET READY AMERICA: HURRICANE SURVIVAL  
SOURCE BIG FISH ENTERTAINMENT  
DATE/TIME SUNDAY JULY 1 1:30-2:00 PM  
DESCRIPTION INSTRUCTIONS FOR THE HURRICANE SEASON INCLUDES STORM PROOFING, SAFETY, EMERGENCY SUPPLY RATIONS, WHEN TO EVACUATE, PLUS ALL THE NECESSARY DOCUMENTS YOU NEED TO KEEP HANDY.

PROGRAM: KNOW YOUR ZONE  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME SUNDAY JULY 1 2:00-2:30 PM  
DESCRIPTION HURRICANE SPECIAL WITH CHIEF METEOROLOGIST ED PIOTROWSKI AIMED AT INFORMING RESIDENTS OF THE ZONE CHANGES WHICH HAVE TAKEN PLACE FOR THIS HURRICANE SEASON. WITH A FOCUS ON EVACUATION PLANS.

SEE ATTACHED LIST FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES  
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

TAKE ME FISHING PSA  
SURFRIDER FOUNDATION: PROTECT DOLPHINS\_DON'T LITTER OCEANS  
VISIT NATIONA PARKS  
USDA FOREST SERVICE  
GRAND STRAND PET SUPPLIES FOOD DRIVE  
SAVE R CATS  
PET ADOPTION  
WILDFIRE PREVENTION  
ENERGY EFFICIENCY CAMPAIGN  
GOOD CLEAN WATER  
ROACH, MOUSE & BED BUG CAMPAIGN  
SMOKE-FREE HORRY COUNTY  
ARBOR DAY: PLANT A TREE FOR CLEAN WATER  
PARK DAY CAMPAIGN: GET OUTDOORS (3SPOTS)  
SOUTH CAROLINA NATIONAL GUARD: FLOOD, STORM, WILDFIRE  
VETERANS SUPPORT CAMPAIGN

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE. SEE ATTACHED LIST OF APPEARANCES.

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

CITY OF MULLINS GOLDEN LEAF FESTIVAL, SEPTEMBER 22

COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: PREJUDICE & INTOLERANCE

PROGRAM PUPPET LOVE  
SOURCE LOCAL  
DATE/TIME SATURDAYS 7:30-8:00 AM  
DESCRIPTION PUPPETS ARE USED TO CONVEY RELIGIOUS MESSAGES, TO ADDRESS LOCAL ISSUES, TO PROMOTE RACE RELATIONS AND TO URGE CHILDREN TO CONTINUE EDUCATION.

PROGRAM: WE HAVE A DREAM  
SOURCE ENTERTAINMENT STUDIOS  
DATE/TIME SUNDAY AUGUST 12 3:00-4:00 PM  
DESCRIPTION PROFILES THE LIVES OF AFRICAN AMERICAN ICONS WHO HAVE INSPIRED GREATNESS IN OTHERS.

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
SOURCE BADAMI  
DATE/TIME SUNDAY SEPTEMBER 30 3:00-4:00 PM

PROGRAM: KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW  
SOURCE TIMELESS ENTERTAINMENT  
DATE/TIME SATURDAY SEPTEMBER 29 2:00-3:00 PM  
SUNDAY SEPTEMBER 30 2:00-3:00 PM  
THE PURPOSE OF THIS SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED

BRING CHANGE TO MIND: GLENN CLOSE BI-POLAR PSA  
EMPLOYMENT FOR PEOPLE WITH DISABILITIES  
BE A FAN OF SPECIAL OLYMPICS  
AMERICA'S VET DOGS  
GUIDE DOG FOUNDATION  
NOT ACCEPTABLE: MINORITY SLURS & THE "R" WORD  
YOU ARE NOT ALONE: SENIOR CITIZENS LEAGUE  
THINK BEFORE YOU SPEAK: ANTI- HOMOPHOBIC SLURS FOR TEENS  
MILITARY FATHER INVOLVEMENT  
MENTORING: BIG BROTHERS-BIG SISTERS  
VETERANS SUPPORT CAMPAIGN  
NATIONAL GUARD ( 2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, AUG 18

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

ARNOLDS POOLS CHARITY GOLF TOURNAMENT FOR GRAND STRAND MIRACLE LEAGUE, SEPT 12

SOUTH ATLANTIC SHRINERS GRAND PARADE AND FREE ORTHOPEDIC SCREENING FOR CHILDREN, SEPTEMBER 22

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

WE HAVE ACCOMMODATED 4 DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING THIS QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS.